



MENOMONIE TOURISM COMMISSION

Meeting Minutes
March 27, 2017
Airport Conference Room

MEMBERS PRESENT: Holland, Willow, Kendzior, Theelke, Ostenso & Solberg

OTHERS PRESENT: Hauck, Leanne Cynor, Stephanie Butler and Prange

A motion was made by Ostenso, seconded by Theelke to approve the February 16, 2017 minutes, motion carried.

ITEMS OF DISCUSSION:

The Tourism Director presented the financial reports through February 2017. There was discussion about the ratio of operational versus project expenses. The Director also presented the idea that we focus on branding the City / County with funding possibly through a GEM grant and need to also focus on how those expenses will result in additional revenue.

A motion was made by Ostenso, seconded by Solbert to accept the Tourism Director report. Chair, Joe Holland again reviewed the carryover of surplus funds from the 2016 Room Tax revenues and expenditures through March 23, 2017. Most of the encumbered payments are due to the pending banner event poles and the Strategic Planning consultant and expense. No action was taken.

Commission Members reviewed the arrangements for the 2017 Wisconsin Governor's Conference on Tourism. The Menomonie Tourism Commission has sufficient funds to host 10 participants for this year's conference. Holland has made the Conference registrations for the participants. Attendees are encouraged to make their hotel reservations as soon as possible. Holland is entering the information for attendees on the WIGCOT website since the Registration area is slow and non-responsive.

The Menomonie Tourism Commission will engage in a Strategic Planning session on May 1 and 2, 2017. The consultants will meet one on one with City officials, the Tourism Director and the Directors of Main street Menomonie and the Dunn County Economic Development office. They will have two Focus group meetings with 10 to 15 individuals each. Finally, they will also meet with one small group representing Dunn County and the Menomonie City Council. The City has provided the consultants with copies of the Tourism Committee minutes, a copy of the current contract with the Greater Menomonie Area Chamber of Commerce and the list of goals developed at the last strategic planning session in 2014. Leah Hauck, Tourism Director, will provide the consultants with the Chamber of Commerce's Tourism budgets for 2014, 2015 and 2016. She will also provide the consultants with a list of grants funded through the Tourism Commission contract with the Chamber.

Motion by Willow, second by Solberg, to approve funding for two (2) Event Banner poles in the amount of \$6,400 and placement as determined by the City. Motion passed unanimously.

Holland agreed to contact Lowell Prange to see if we can schedule a visit from the IT Manager to improve the quality of the projector at the Score Airport Conference Room

Commissioner Solberg left at 11:05 AM.

Although the meeting was officially adjourned since no quorum exists with Commissioner Solberg's absence, discussion regarding activities and events that can affect overnight stays and room revenue and room tax revenue continued. The lodging representatives who are Commission members agreed to contact other lodging establishments to begin holding regular meetings to discuss best practices to use the Room Tax collect to increase the number of paid overnight stays and how to work together more effectively. Representatives from the Hampton Inn agreed to participate. Commissioner Holland is charged with contacting Mr. Lall to invite him to participate.

Respectfully Submitted,

Joe Holland, Chair